

Committee Recommendations

June 2, 2004

Concord-Alewife Planning Study Public Meeting



Concord-Alewife Planning Study

 Goody, Clancy
& Associates

VANASSE HANGEN BRUSTLIN
BYRNE MCKINNEY & ASSOCIATES
COMMUNITY PLANNING SOLUTIONS



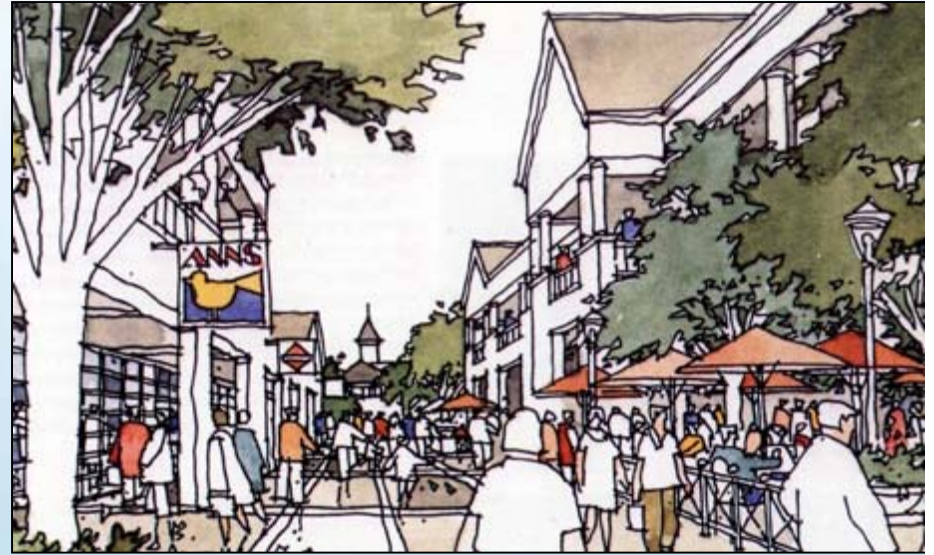
City of Cambridge

1. **CONTEXT: *GOALS AND CHALLENGES***

- To fully realize Concord-Alewife's desired future...
 - Create a people-oriented “sense of place.”
 - Achieve a mix of uses, densities, and character.
 - Develop a neighborhood “heart.”
 - Overcome barriers.
 - Transform Concord Avenue into a “great” avenue.
 - Respond to traffic and transportation issues.
 - Enhance the environment.

Create a people-oriented “sense of place”

- Form clearly delineated streets in the Quadrangle.
- Answer the question: “How do we know when we’re there?”



New possibilities for the quadrangle



Existing conditions, looking north across the quadrangle

Achieve a mix of uses, densities, and character

- Advance Concord-Alewife as a neighborhood serving multiple needs, while preserving existing residential areas.
- Ensure appropriately-scaled, appropriately-placed development.

New residential development in the Triangle across from the T station



Develop a neighborhood “heart.”

- Develop destinations serving a diverse community.
- Generate a more vibrant retail center.



Fresh Pond Shopping Center



A new community focus for the neighborhood.

Overcome barriers

- Connect across the tracks.
- Create open space connections.
- Improve internal connections within the Quadrangle.

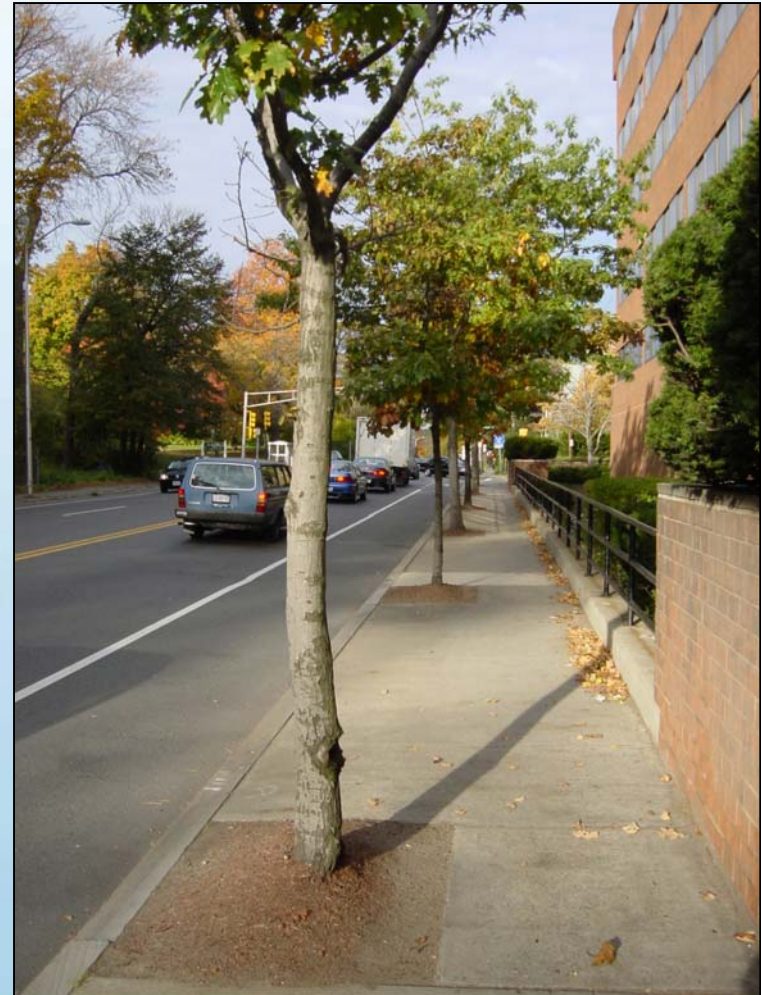


*Commuter rail line
divides Triangle and
Quadrangle*

Transform Concord Avenue into a “great” avenue

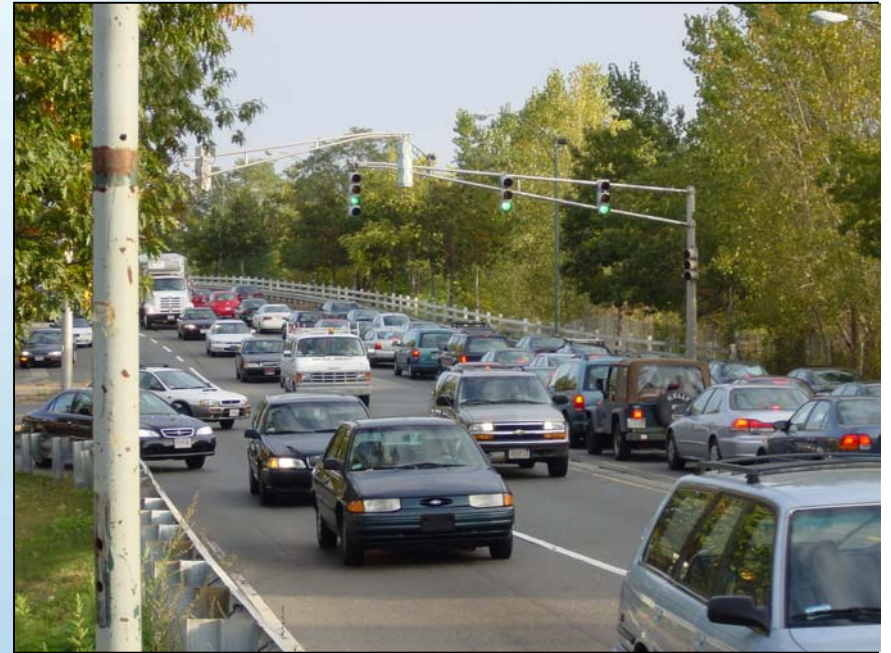
- Relate the residential/mixed-use northern edge to the park-like southern edge.
- Enhance Concord Avenue’s pedestrian environment.

Concord Avenue with Fresh Pond Reservation to the left



Respond to traffic and transportation issues

- Understand the implications of local vs. regional traffic.
- Avoid cut-throughs.
- Enhance pedestrian movement.
- Reduce auto share.
- Reduce trip growth from future development.



Alewife Brook Parkway

Enhance the environment

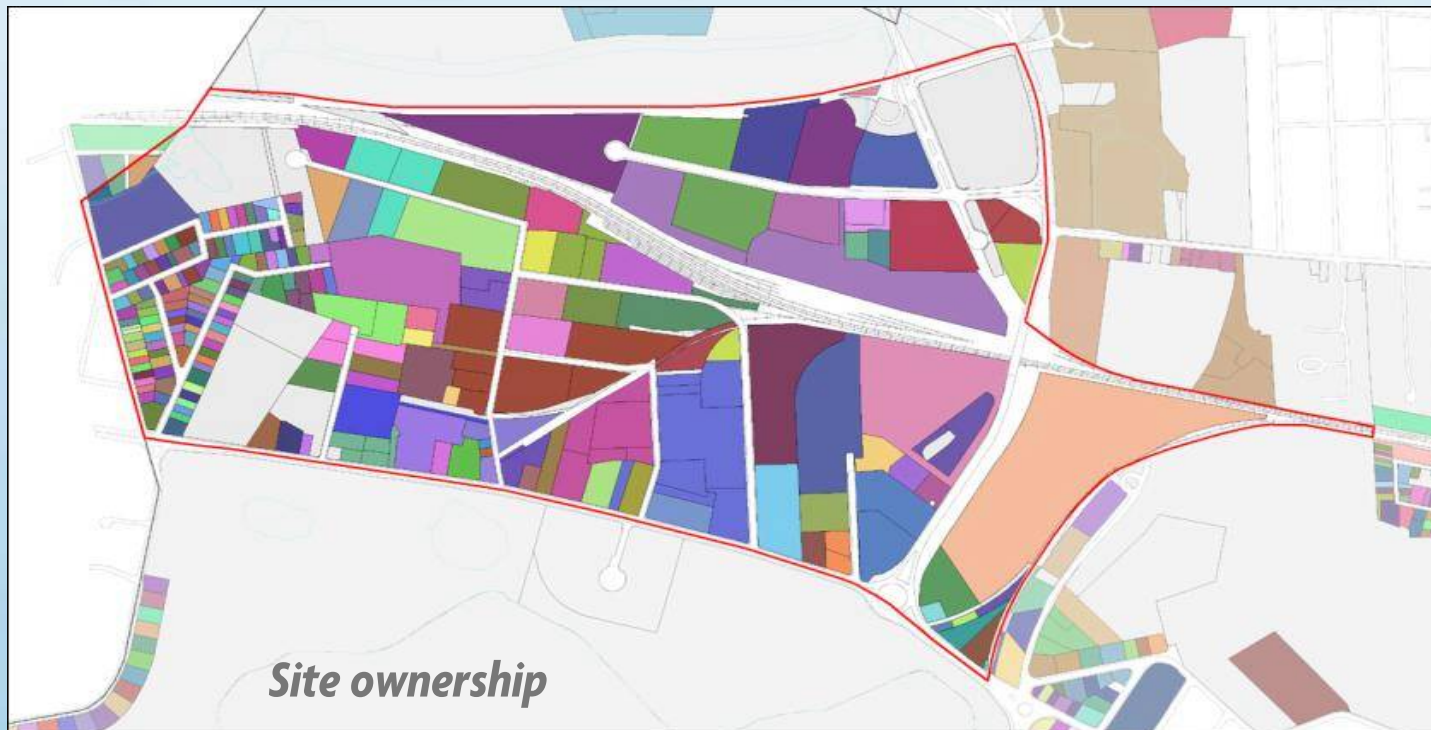
- Preserve and enhance quality of life.
- Apply low impact development principles to improve quality and quantity of stormwater discharges.

*View from Alewife Reservation
to the Triangle*



2. MARKET

- Highly fragmented ownership.
- Sites with greater investment focused toward Triangle and Concord Avenue.



Market Analysis: Hard sites/soft sites



3. PROCESS

- Steering committee.
- Charrettes and community meetings
 - Education
 - Visioning
 - Reporting

Steering committee



Create a signature public realm of landscaped streets, parks, and squares.



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Create an enhanced pedestrian environment that weaves the site together to include open space, transit, retail/shopping.



Respect existing neighborhoods in terms of scale, use, open space transitions, and managing traffic impacts.



Encourage alternatives to single-occupancy vehicles through transit and bike/pedestrian access. Reduce anticipated auto-trip growth in the study area.



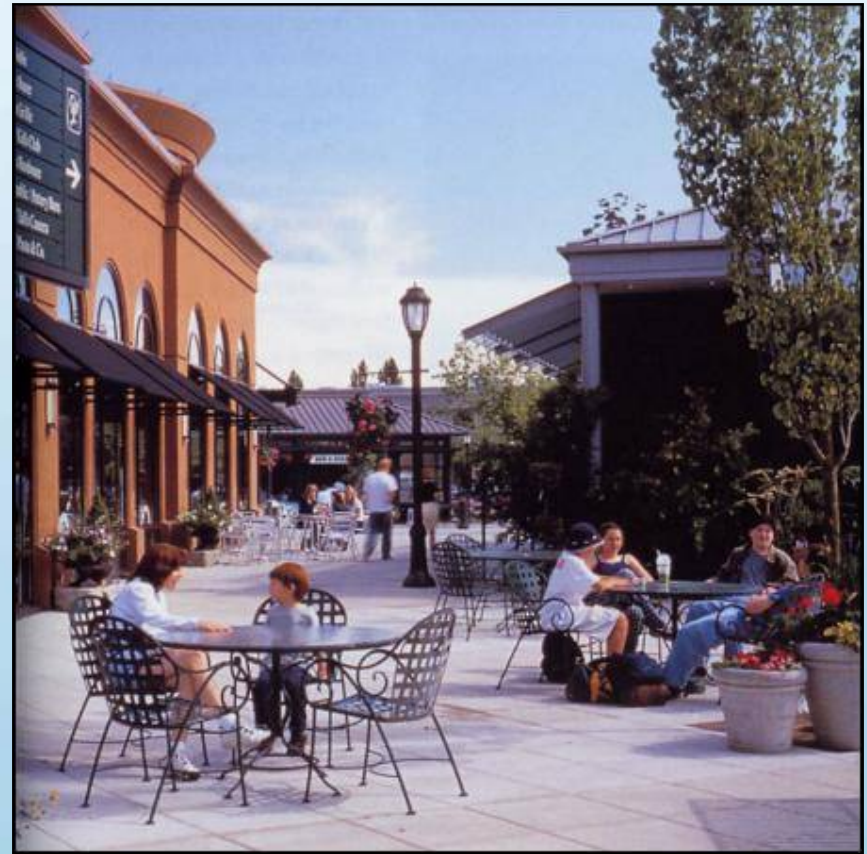
Shape densities around proximity to transit. Locate higher densities within a 10- to 15-minute walk of transit.



Encourage a mix of uses, with a significant housing component.



Create places on public streets that encourage people to gather and socialize.



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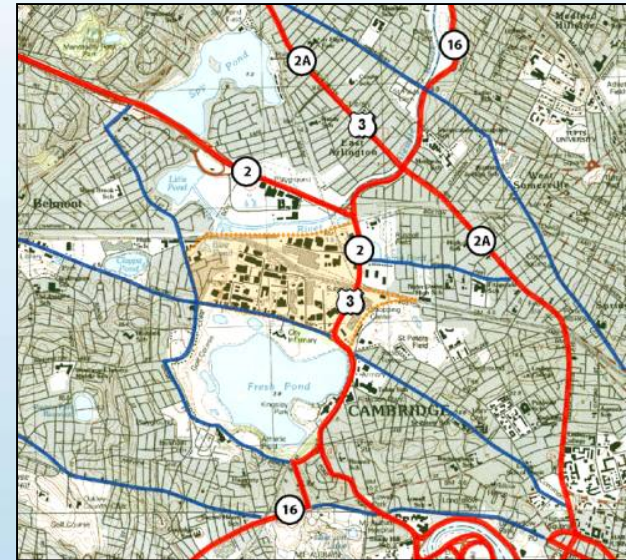
City of Cambridge

**Improve the quality and quantity of stormwater
in public and private realms. Use water for
inspiration in planning and design.**

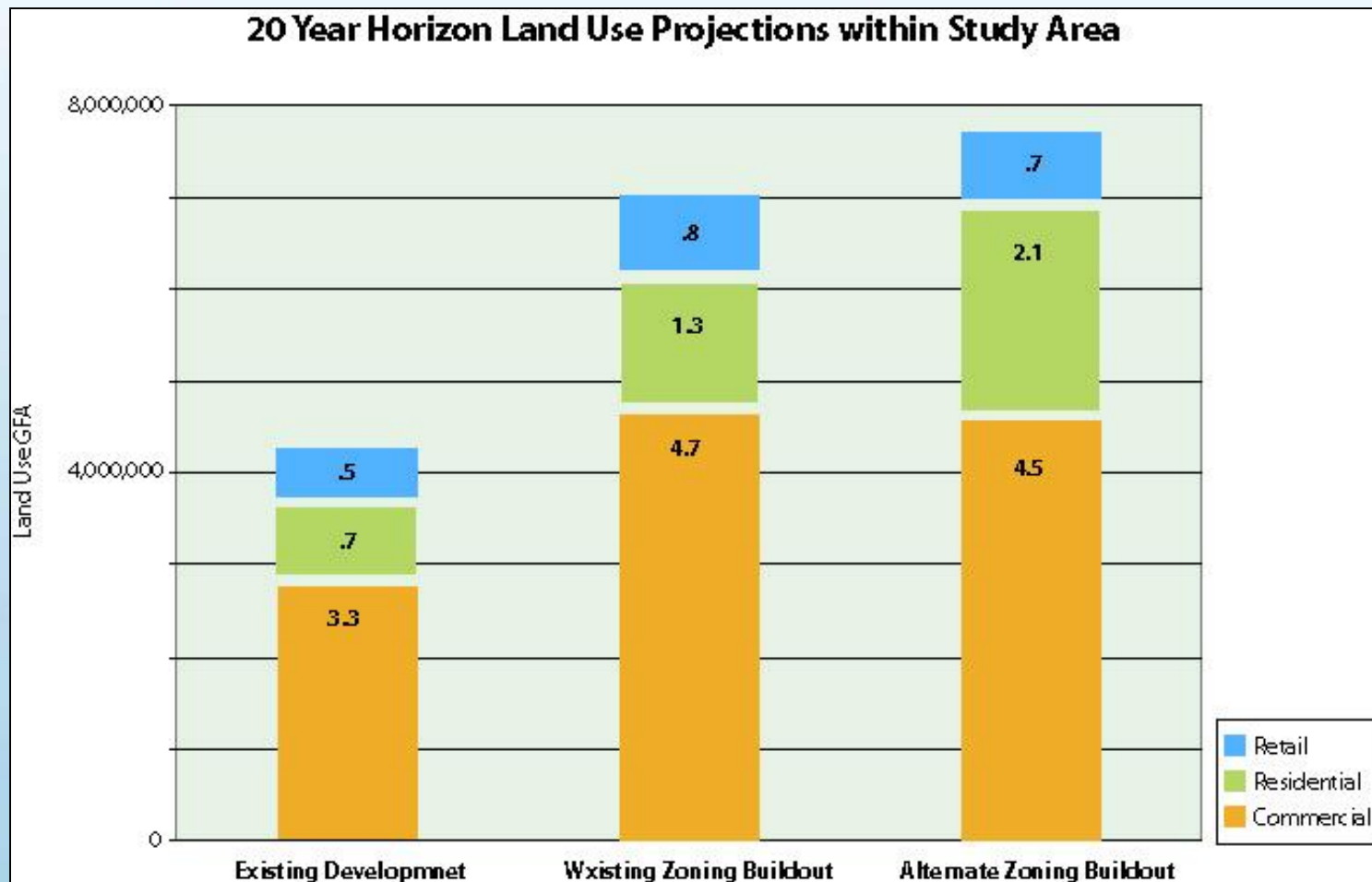


5. TRANSPORTATION & TRAFFIC ANALYSIS

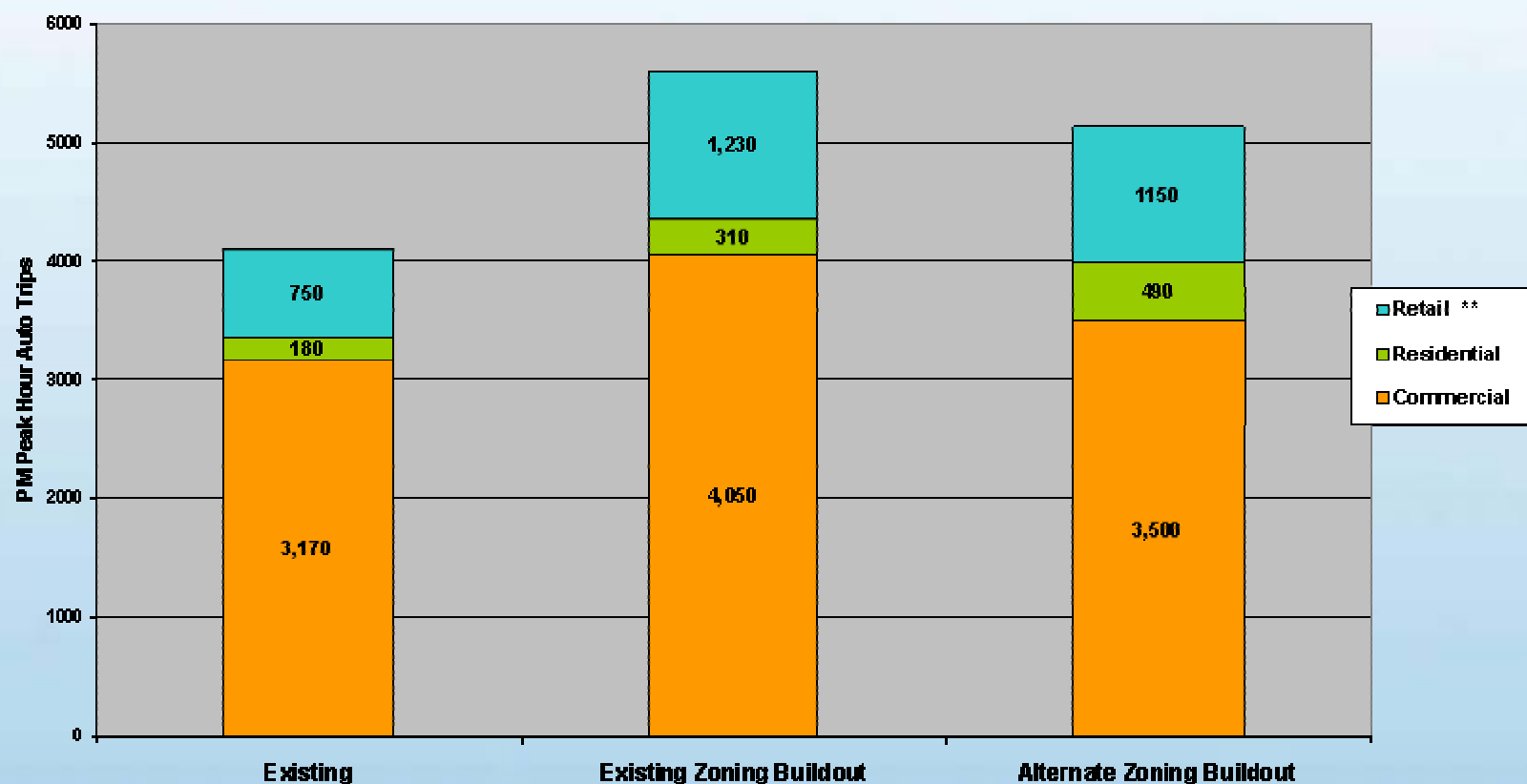
- A. Transportation Analysis
 - Trip-generation analysis to inform land-use/zoning scenarios
 - Transportation issues
 - Connections across railroad
 - Possible new Quadrangle access
 - Local-level issues
- B. Traffic Analysis
 - Trip distribution and traffic operations on roadway network
 - Regional traffic context – through traffic vs. study-area trips



20-year horizon: Land-use projections within study area



20-year horizon: Auto-trip-generation projections within study area (PM peak)



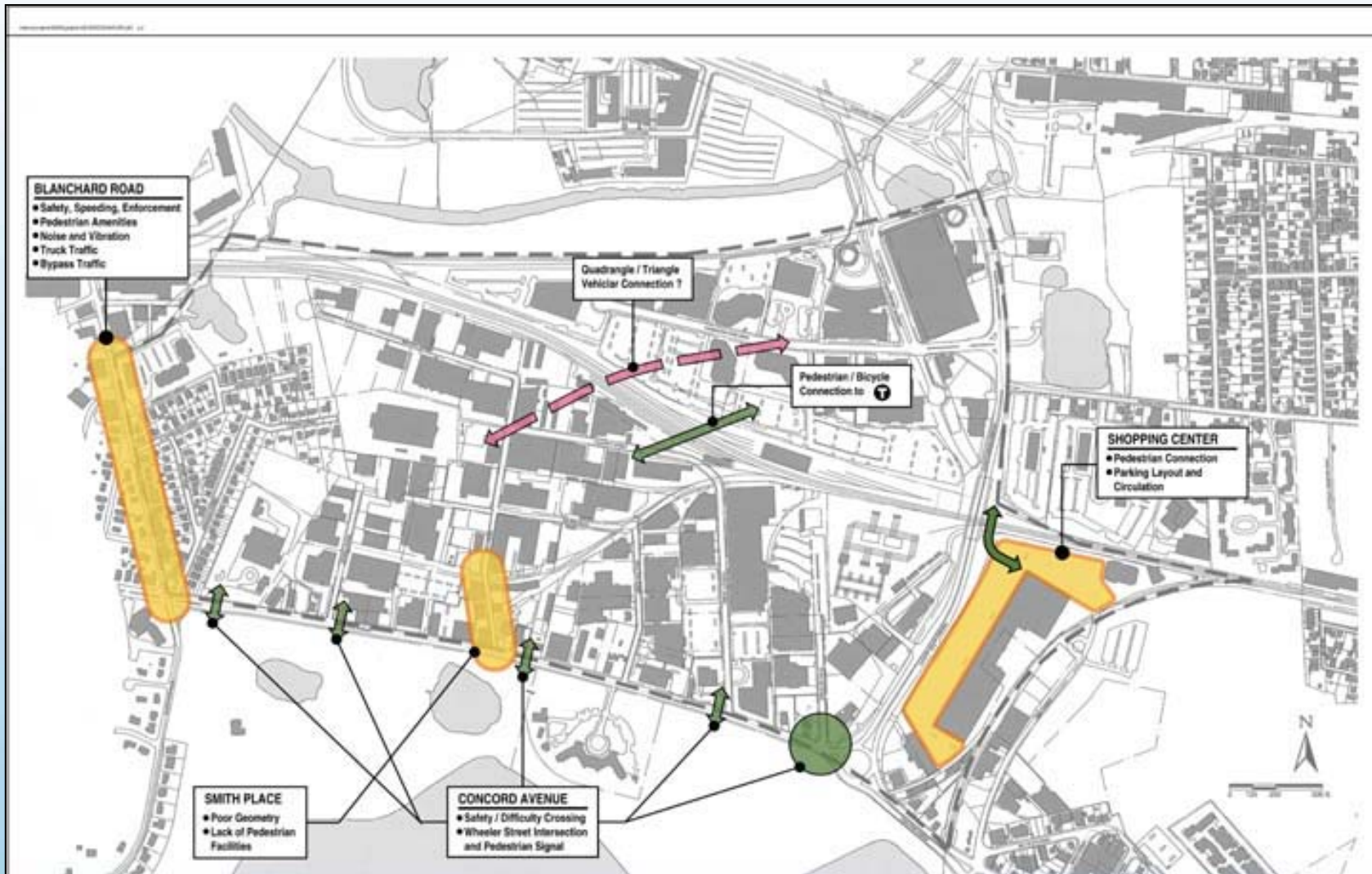
*** Fresh Pond Shopping Center trips do not include pass-by trips.*

20-year horizon: Auto-trip-generation projections within study area—increase over existing development (PM peak)



**** Fresh Pond Shopping Center trips do not include pass-by trips.**

Transportation issues



Transportation recommendations

A. SAFETY IMPROVEMENTS

Objective:

Enhance safety for all modes throughout the Study Area

Strategies:

- ***Blanchard Road***
 - Address speeding, particularly during off peak hours
 - Improve pedestrian facilities
- ***Concord Avenue***
 - Improve safety for pedestrians at crosswalks
 - Improve operations at intersections
- ***Rindge Avenue/Alewife Brook Parkway Crossing***
 - Improve pedestrian crossings at intersection
 - Improve walkway conditions along Parkway
- ***Redesign roadway adjacent to Alewife T Station***
 - Enhance conditions for pedestrians and bikes
 - Clarify traffic lane configuration
 - Reduce speeds
 - Enhance crossing from T to Minuteman Bikeway

Transportation recommendations

B. REDUCE NEW AUTO TRIPS

Objective

Achieve a significant reduction in new auto trip generation from development within the study area

- **Strategies**

Implement transportation demand management (TDM) measures or infrastructure projects that support alternatives to driving

Infrastructure projects to enhance non-auto mobility

C. ENHANCE ACCESS TO SITES WITHIN STUDY AREA

Objective

Ensure that transportation infrastructure supports auto and non-auto access needs of development areas

Strategies

Create new roadways and improve existing roadways

Improve pedestrian access to Fresh Pond Shopping Center

Transportation recommendations

D. REDUCE DISTURBANCE, NOISE AND VIBRATION

Objective

Reduce noise and vibration associated with large vehicles adjacent to Highlands

Strategy

Improve the condition of Blanchard Road

Review enforcement mechanisms, limitations and potential improvements

6. PLANNING FRAMEWORK



7. RECOMMENDATIONS: *OVERALL ZONING GOALS*

- Link future development to stormwater, open space, and transportation objectives.
- Create incentives for cooperation among property owners to meet Committee objectives around improved public and private realm.

[illegible][illegible][illegible]

Proposed overall zoning strategies

- Establish base zoning.
- Allow increased FAR and heights via Special Permits that support design guidelines, low impact development, contribution to a Concord-Alewife Improvement Fund, and overall consistency with the Plan.
- Allow Transfer of Development Rights.
- Support shared infrastructure.

Cambridge Highlands:

Core planning goals

- Maintain neighborhood character and encourage compatible development.
- Improve the pedestrian environment on Blanchard Road.
- Connect existing open spaces and create a green buffer.
- Create pedestrian, not auto, connections.



Cambridge Highlands



Quadrangle: *Core planning goals*

- Support mix of uses, including housing, research, office, retail.
- Shift density toward access to transit.
- Use new investment to build a sense of place, system of parks, pedestrian- friendly streets, access to T, improved stormwater retention, etc.
- Introduce limited retail and other uses that foster community.



Quadrangle: *Zoning goals*

- **Northwest:** Encourage lower density mixed use R&D/office development in proximity to Highlands.
- **Northeast:** Encourage mixed use, high density development emphasizing residential, office, and light industrial.
- **Southwest:** Encourage mixed use, with residential development along Concord Avenue.
- **Southeast:** Encourage mixed use, with residential and higher density commercial development closer to Alewife Brook Parkway.

DRAFT
 May 26, 2015

<small> B. New Data Recommendations 1. Quadrangle: Northwest (Map 15) </small>	<small> Description The area is located in the northwest corner of the Quadrangle, bounded by the Concord River to the north, the Alewife Brook Parkway to the east, and the Concord Avenue to the south. The area is currently zoned R-1 and R-2. </small>	<small> Recommendation The area should be rezoned to a mixed use zoning district that encourages lower density R&D/office development. </small>	<small> Justification The area is located in proximity to the Highlands and should be encouraged to develop in a way that is compatible with the surrounding area. </small>
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Draft Zoning Recommendations & 151 Ordinance

DRAFT
 May 26, 2015

<small> B. New Data Recommendations 2. Quadrangle: Northeast (Map 16) </small>	<small> Description The area is located in the northeast corner of the Quadrangle, bounded by the Concord River to the north, the Alewife Brook Parkway to the east, and the Concord Avenue to the south. The area is currently zoned R-1 and R-2. </small>	<small> Recommendation The area should be rezoned to a mixed use zoning district that encourages high density development. </small>	<small> Justification The area is located in proximity to the Highlands and should be encouraged to develop in a way that is compatible with the surrounding area. </small>
<small> The area is located in the northeast corner of the Quadrangle, bounded by the Concord River to the north, the Alewife Brook Parkway to the east, and the Concord Avenue to the south. The area is currently zoned R-1 and R-2. </small>	<small> The area is located in the northeast corner of the Quadrangle, bounded by the Concord River to the north, the Alewife Brook Parkway to the east, and the Concord Avenue to the south. The area is currently zoned R-1 and R-2. </small>	<small> The area should be rezoned to a mixed use zoning district that encourages high density development. </small>	<small> The area is located in proximity to the Highlands and should be encouraged to develop in a way that is compatible with the surrounding area. </small>

Draft Zoning Recommendations & 151 Ordinance

DRAFT
 May 26, 2015

<small> B. New Data Recommendations 3. Quadrangle: Southwest (Map 17) </small>	<small> Description The area is located in the southwest corner of the Quadrangle, bounded by the Concord River to the north, the Alewife Brook Parkway to the east, and the Concord Avenue to the south. The area is currently zoned R-1 and R-2. </small>	<small> Recommendation The area should be rezoned to a mixed use zoning district that encourages mixed use development. </small>	<small> Justification The area is located in proximity to the Highlands and should be encouraged to develop in a way that is compatible with the surrounding area. </small>
<small> The area is located in the southwest corner of the Quadrangle, bounded by the Concord River to the north, the Alewife Brook Parkway to the east, and the Concord Avenue to the south. The area is currently zoned R-1 and R-2. </small>	<small> The area is located in the southwest corner of the Quadrangle, bounded by the Concord River to the north, the Alewife Brook Parkway to the east, and the Concord Avenue to the south. The area is currently zoned R-1 and R-2. </small>	<small> The area should be rezoned to a mixed use zoning district that encourages mixed use development. </small>	<small> The area is located in proximity to the Highlands and should be encouraged to develop in a way that is compatible with the surrounding area. </small>

Draft Zoning Recommendations & 151 Ordinance

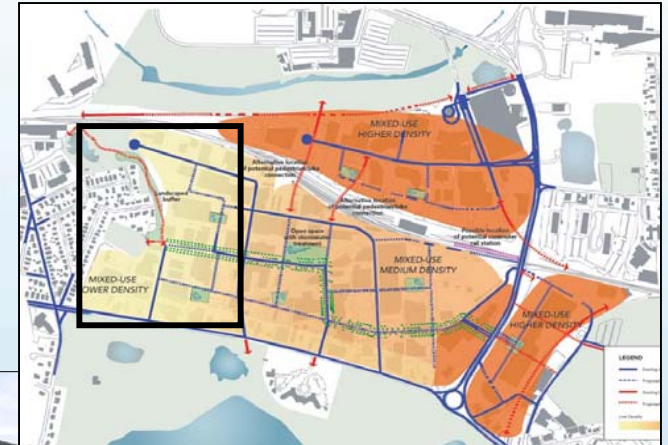
Quadrangle: *Urban design guidelines*

- Scale and use transitions adjacent to Cambridge Highlands compatible with residential neighborhood.
- Green buffer between Highlands and Quadrangle that also serves as a north-south link to nearby open spaces
- Streetscape and other improvements to define major new east-west roadway.
- New central park incorporating stormwater management principles.

The Quadrangle



Western Quadrangle



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Wilson Road extension looking east



Central Quadrangle



A view of the Quadrangle



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Concord Avenue



Concord Avenue



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Triangle: *Core planning goals*

- Leverage proximity to the T as driver for new development.
- Create incentives that encourage future development to be responsive to stormwater, open space, and transportation objectives, including increased permeability.
- Create incentives for cooperation among property owners to meet study goals around improved public and private realm.



Triangle: *Zoning goals*

- Encourage increase in transit-oriented development, with residential focus closer to T.
- Support development of structured parking.
- Encourage office/R&D development with first floor retail to support walkable CambridgePark Drive “boulevard.”

B. State Rules for Communications				
B. Summary: Chapter 100 of the Rules				
Chapter	Section	Section Title	Provisions	Comments
Chapter 100 Communications	100.01	General Purpose	1. The purpose of this chapter is to provide a framework for the development and implementation of communication policies and procedures.	Comments on Chapter 100.01
	100.02	Definitions	1. For the purposes of this chapter, the following definitions shall apply: a. "Communication" means any written or oral communication, including but not limited to, letters, memoranda, reports, and presentations. b. "Person" means any individual, organization, or entity. c. "State" means the State of New York.	Comments on Chapter 100.02
	100.03	Policy	1. It is the policy of the State to ensure that all communications are conducted in a professional and efficient manner. 2. It is the policy of the State to ensure that all communications are conducted in a timely and effective manner.	Comments on Chapter 100.03
	100.04	Procedures	1. The following procedures shall apply to all communications: a. All communications shall be reviewed and approved by the appropriate authority. b. All communications shall be filed in the appropriate filing system. c. All communications shall be maintained for a period of five years.	Comments on Chapter 100.04
Chapter 101 Records Management	101.01	General Purpose	1. The purpose of this chapter is to provide a framework for the development and implementation of records management policies and procedures.	Comments on Chapter 101.01
	101.02	Definitions	1. For the purposes of this chapter, the following definitions shall apply: a. "Record" means any written or oral communication, including but not limited to, letters, memoranda, reports, and presentations. b. "Person" means any individual, organization, or entity. c. "State" means the State of New York.	Comments on Chapter 101.02
	101.03	Policy	1. It is the policy of the State to ensure that all records are maintained in a professional and efficient manner. 2. It is the policy of the State to ensure that all records are maintained in a timely and effective manner.	Comments on Chapter 101.03
	101.04	Procedures	1. The following procedures shall apply to all records: a. All records shall be reviewed and approved by the appropriate authority. b. All records shall be filed in the appropriate filing system. c. All records shall be maintained for a period of five years.	Comments on Chapter 101.04

State Energy Recommendations & 100 Guidelines

10. New York State Department of Environmental Conservation		11. New York State Department of Environmental Conservation	
C. Quantitative Measurement (Minimum 10)		D. Qualitative Measurement (Minimum 10)	
Challenge	Points	Challenge	Points
Goal 1	10	Goal 1	10
Goal 2	10	Goal 2	10
Goal 3	10	Goal 3	10
Goal 4	10	Goal 4	10
Goal 5	10	Goal 5	10
Goal 6	10	Goal 6	10
Goal 7	10	Goal 7	10
Goal 8	10	Goal 8	10
Goal 9	10	Goal 9	10
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10. New York State Department of Environmental Conservation

C. Quantitative Measurement (Minimum 10)

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Challenge

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[illegible]

Triangle: *Urban design guidelines*

- Active pedestrian-friendly street-level uses along CambridgePark Drive.
- Service areas screened from Cambridge Park Drive
- Strengthened pedestrian connections to Alewife Reservation.
- Façade setbacks between 85' and 105'.
- Small setbacks from right-of-way for café seating, benches, small open spaces.
- New development sited to preserve right-of-way for future crossing to Quadrangle.

The Triangle



The Triangle



Concord-Alewife Planning Study

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The shopping center: *Core planning goals*

- Transform strip retail into pedestrian-friendly mixed-use district.
- Use new investment to redevelop surface parking, build a sense of place, parks, pedestrian-friendly streets, etc.
- Create links to Danehy Park.



Shopping Center: *Zoning goals*

- Encourage new residential development.
- Encourage mix of retail, including destination and neighborhood.
- Support development of structured parking.

[illegible][illegible][illegible]

Shopping Center: *Urban design guidelines*

- Physical and visual pedestrian links to Danehy Park.
- Smaller block sizes comparable to those in surrounding neighborhoods; new street network, including north-south “Main Street”.
- Active street-level facades with frequently- spaced entrances.
- Below-grade/screened at-grade/or structured parking with active uses at street level.
- An architecturally diverse district with varied building design.

Shopping Center



Shopping Center



Committee Recommendations

June 2, 2004

Concord-Alewife Planning Study Public Meeting



Concord-Alewife Planning Study

 Goody, Clancy
& Associates

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